



San Antonio Northeast Rotary Club

Chartered May 19, 1987 - District 5840 - Club #24625
www.sanortheastrotary.com

UNITE FOR GOOD



the Nor'easter



Rotary Club of San Antonio Northeast



April 28, 2026

Salsalito Cantina Mexican Restaurant
14535 Nacogdoches Road, San Antonio, TX 78247
Social at 5:30 p.m. - Meeting from 6:00 p.m. - 7:00 p.m.



Rotary's Four Way Test of the things we think, say or do:

1.) Is it the TRUTH? 2.) Is it FAIR to all concerned? 3.) Will it build GOODWILL and BETTER FRIENDSHIPS? 4.) Will it be BENEFICIAL to all concerned?

Our speaker this evening is Joslyn Campbell with Mobility Worldwide San Antonio. Joslyn has proudly served as secretary for Mobility Worldwide San Antonio since 2018, a role that reflects both her commitment to service and a lifelong connection to the organization. Her father, Tom Martin, who has been president of the San Antonio affiliate for over 15 years, first introduced her to this mission, and it quickly became a meaningful part of my life.



She has a deep compassion for individuals living with disabilities and is continually inspired by the transformative impact that mobility can bring. Professionally, Joslyn is a fitness instructor and stretch therapist, which further fuels her passion for helping people improve their quality of life through movement and physical well-being.

Joslyn has been married for 25 years to a firefighter and paramedic, and together they are raising two teenage children who are also actively involved in volunteering with Mobility Worldwide. As a family, they value service and the importance of giving back to our community.

She is especially passionate about the ripple effect created through the work in Mobility Worldwide San Antonio - both in providing mobility devices to those in need and in engaging local youth. By teaching students hands-on skills and encouraging them to work with tools, Mobility Worldwide San Antonio not only builds carts, but also cultivate compassion, purpose, and a deeper understanding of service. Joslyn says it is incredibly meaningful to be part of an effort that delivers the "gift of mobility" while also shaping the next generation of compassionate leaders.

World Immunization Week is quickly approaching! Has your club planned how it will observe this important public health event? Rotary and our partners commemorate World Immunization Week, April 24-30 every year, to raise awareness of the importance of vaccination and highlight the success of our polio eradication efforts.



The progress that Rotary and our partners have made toward eradicating polio is a success story that is important to tell, especially during this final effort to reach our goal. Our members are our greatest advocates and supporters, and we need your help more than ever to share our story with your communities.

Polio Facts

1. Polio mainly affects children under age 5.
2. There is no cure, but polio is preventable with a vaccine.
3. Only two countries remain endemic.
4. Polio cases have been reduced by 99.9% since 1988.
5. Until we end polio forever, every child is at risk.

Our progress in the fight against polio shows why vaccination is important

Increasing awareness about the power of vaccines and closing immunization gaps could protect millions of people worldwide from vaccine-preventable diseases, including polio, according to the World Health Organization. World Immunization Week, 24-30 April, is an opportunity to focus on that work, and the robust polio eradication infrastructure built by Rotary and our partners in the Global Polio Eradication Initiative (GPEI) provides a model for it.



The GPEI estimates that polio vaccines have saved an estimated 20 million children around the world from paralysis. When Rotary helped launch the GPEI in 1988, the disease paralyzed more than 1,000 people worldwide every day, most of them young children. Since then, Rotary and its partners have reduced the number of polio cases by 99%, and so far in 2025, there are just eight cases of polio caused by the wild poliovirus. Afghanistan and Pakistan are the only two countries where the wild poliovirus remains endemic.

The progress against polio is the result of the efforts of countless volunteers and health workers who immunize children in hard-to-reach communities and establish real-time global surveillance and outbreak response mechanisms. The polio eradication infrastructure has been used to fight other infectious diseases and undertake crucial health interventions, including supporting COVID-19 prevention and vaccination efforts.

With our decades of experience in bringing polio to the brink of eradication, Rotary has been able to highlight the power and efficacy of COVID-19 vaccines. Since the pandemic began in 2020, Rotary members have helped health authorities communicate lifesaving information about COVID-19, dispel misinformation, and support fair and equal access to vaccines.



UPCOMING PROGRAMS

May 4th Club Assembly - All club members are highly encouraged to be in attendance for this very important meeting. In addition to discussing upcoming fundraisers, and service projects, along with other club business, we will also be discussing updating our club bylaws.

Birthdays & Anniversaries

Bob and Celeste Barron will be celebrating their 61st wedding anniversary on May 1st. Happy Anniversary Mr. and Mrs. Barron.



At the start of tonight our Happy Bucks pot is up to \$469. That means if your ticket is drawn tonight and you pull the Joker out of the deck, you will leave with at least \$234.50.



Meet Petunia

The votes have been tallied and our new purple pig has a name - Petunia. She will collect spare change each week to raise funds to eradicate polio. Please introduce yourself to Petunia and make a contribution.

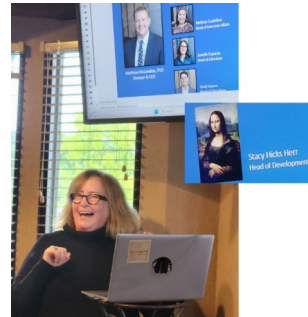
Madison Interact Club select officers for 2026-2027

The Madison High School Interact Club elected their club officers for the 2026-2027 school year at their meeting yesterday. The San Antonio Northeast Rotary Club is looking forward to again working with the Madison Interact Club next year just as we have since 2016 when the club was chartered.



Recap from last week

We had another great meeting last week. We discussed Earth Day which took place on April 22nd. Earth Day first took place in 1970. For the second week in a row Dan Hernandez's ticket was drawn for our weekly raffle but he did not pull the joker. Our happy bucks pot continues to grow.



We were pleased to welcome Dr. Elizabeth Mitchell as our guest speaker last week. Dr. Mitchell is the Curator of Prints and Drawings at the McNay Art Museum. She told us about all the activities that are going on at The McNay. And apparently a member of the McNay Leadership Team is the Mona Lisa.☺ After Dr. Mitchell's very interesting and informative presentation, she was presented a Speaker's Certificate of Appreciation and a copy of the Rotary magazine by Club President Trina Forcey.

Building infodemic resilience: A public health imperative in the age of vaccine misinformation

by Jessica Malaty Rivera —

In the last five years, the world has had a crash course in public health. A flurry of scientific jargon-filled headlines has caused a fair amount of confusion, panic, and fear. This dynamic is not new, and, in fact, it has a name in epidemiology: infodemic.

Epidemiology asks us where, when, why, and to whom a disease is spreading, and how it impacts population health. Infodemiology asks those same questions but about the information that is spreading, and how it impacts population decision-making.

Think of it this way: infodemics are to infodemiology as epidemics are to epidemiology.

Infodemics don't necessarily mean an outbreak of all bad information. Sometimes, it's just too much information, making it difficult for people to navigate information landscapes for trustworthy information from trusted sources. This is acutely true in the world of vaccines.

Vaccine misinformation – which has shattered trust, stalled vaccination campaigns, resulted in the reemergence of previously eliminated diseases and threatened global health security – is moving faster and farther because of our digital information ecosystems. As we look toward the future, building infodemic resilience must be a top priority for public health systems, policymakers, and communities alike.

What is Infodemic Resilience?

Infodemic resilience refers to a society's capacity to withstand, identify, and respond to false or misleading health information, especially during public health emergencies. It's not just about fact-checking or debunking false claims – it's about building critical thinking, trust, and communication infrastructures that can filter out noise and amplify credible voices. In the context of vaccines, this means protecting people from dangerous misinformation that leads to vaccine hesitancy, refusal, and, ultimately, preventable illness and death.

The High Cost of Vaccine Misinformation

The consequences of unchecked vaccine misinformation are both immediate and long-term. We've seen measles and pertussis outbreaks in communities with low vaccine uptake, resistance to COVID-19 vaccines despite overwhelming scientific evidence, and a resurgence of vaccine-preventable diseases in areas where misinformation thrives.

These outcomes don't just affect individuals – they weaken herd immunity (vaccination rates to reduce transmission), overwhelm healthcare systems, and lead to avoidable loss of life. Moreover, they disproportionately affect marginalized communities and those who are immunocompromised or medically fragile. Misinformation, when left unchallenged, becomes a form of health inequity.

Why We Need to Act Now

The digital ecosystem is evolving quickly. Social media platforms have made it easy for misleading content to go viral within seconds. Algorithms often favor emotionally charged content – fear, outrage, or conspiracy – over nuanced, evidence-based information. While tech companies bear responsibility, we can't rely solely on content moderation. We need proactive, not just reactive, science communication. Resilience isn't built in a crisis – it's built before the next one hits. With future pandemics likely and ongoing public health campaigns for routine immunizations, our ability to respond effectively depends on how well we can communicate and foster trust. Here are some strategies to help build infodemic resilience:

1. Invest in health and data literacy

Public health messaging needs to go beyond "what" and explain the "why." People are more likely to trust information they understand and how it affects them.

2. Partner with trusted messengers

Local leaders, healthcare workers, faith leaders, and even influencers can be powerful storytellers and allies in promoting accurate vaccine information. People trust people far more than institutions. Training and equipping these voices can dramatically expand the reach of public health messaging.

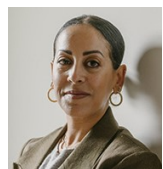
3. Prioritize transparent and compassionate communication

Shaming or ridiculing those who believe misinformation rarely changes minds. We need empathetic communication that validates concerns, addresses fears, and provides clear, consistent facts without judgment.

4. Policy support and global collaboration

Rotary, Shot at Life, UNICEF, WHO, and other global bodies have laid the groundwork to address current challenges and protect against the threat of future infodemics through public engagement, raising awareness, and encouraging governments to adopt policies that promote transparency and encourage collaboration between public health institutions and tech platforms.

Infodemic resilience isn't just the responsibility of public health professionals – it's a societal challenge. Parents, educators, journalists, scientists, tech workers, and community leaders all play a role in shaping the information environment. In the fight against infectious diseases, vaccines save lives, but only if people trust them. That trust depends on the stories people hear, the information they access, and the communities they live in. By building infodemic resilience, we create a stronger, healthier, and more informed society – one that can face the next health crisis not with confusion, but with confidence.



Jessica Malaty Rivera is an infectious disease epidemiologist and award-winning science communicator. She has dedicated the last 20 years of her career to emerging disease surveillance, public health policy, and vaccine advocacy. Her specialty is in translating complex scientific concepts into impactful, judgement-free, and accessible information for diverse audiences. Find her on Instagram @jessicamalatyrivera and Substack @makingsciencemakesense.